

Routed To:
City of Rockville Council
Boards and Commissions City Clerk
Application of Expression of Intent City Manager

City Attorney Attach C
 Council Support Specialist
 Other Kris Digne

Mark Charles

Date: 12-10-09

Board/Commission Interested In: ENVIRONMENT COMMISSION

Name: DONNA VINCENT ROA, PHD, ABC

Address: _____ Apt.# _____

ROCKVILLE, MD Zip 20852-4141

Home Phone: () _____ Work Phone () _____

E-Mail: DONNA@VINCENTROAGROUP.COM Fax: _____

Note: Work phone numbers are for staff use only.

Summary of Work Experience: PROFESSIONAL COMMUNICATIONS, MARKETING + PR EXPERIENCE, SPECIALIZING IN SCIENCE, ENVIRONMENT, AND PUBLIC HEALTH

Experience: SEE BID AND RESUME (ATTACHED)

Education/Training: PHD, COMMUNICATION; ABC-ACCREDITED BUSINESS COMMUNICATOR

Volunteer Activities: MCBRE, ROCKVILLE ENVIRONMENT COMMISSION OUTREACH COMMITTEE

Professional Affiliations/Memberships: IABC, PRSA, USGBC MARYLAND USGBC EMERGING GREEN BUILDERS

Please describe your interest in serving on this Board/Commission I BELIEVE I HAVE THE EXPERIENCE AND BACKGROUND TO COMPLEMENT THE CURRENT COMMISSION AND INFLUENCE OUTCOMES. THE ENVIRONMENT IS A PROFESSIONAL AND PERSONAL PASSION.

Please indicate here yes or no whether or not the City may give elected officials who serve Rockville (other than the Mayor and Council) your name and address. This information would not be used for any fund-raising, "issues" mailings or campaign mailings. No phone numbers will be given.

Please Return Form and Resume, if available, to: Mayor and Council
c/o City Clerk's Office
111 Maryland Avenue
Rockville, MD 20850
240-314-8280

C-1

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CITY CLERK'S OFFICE
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Donna Vincent Roa, PhD, ABC

Communication, Marketing, and Public Affairs Executive

Highly accomplished, dynamic leader and strategist with over 15 years experience directing start-up and mature communication and public affairs portfolios. Accredited business communicator (ABC) with proven executive management skills and ability to build best-in-class on-site, domestic, and international teams, projects, and operations. Impeccable, on-the-ground savvy and solid track record in directing high-profile programs for non-profit, for-profit, government, and international organizations. Adept in analyzing and reengineering all aspects of communication operations and portfolios.

Corporate Communication ■ Brand Strategy & Development ■ Client Engagement

Program Management ■ Negotiation ■ Strategic Planning

Executive Communication ■ Experience in Global Business Settings

PROFESSIONAL EXPERIENCE

Vincent Roa Group, LLC, Rockville, MD (Feb 2009 – present)

Managing Partner & Chief Strategist

- Leading a full-service communication firm that charts the strategic direction of high buy-in and sustainable science/environment and public health communication, branding, marketing, and PR programs
- Managing a team that develops multidisciplinary, world-class programs that support business objectives, deliver visionary and cost-effective strategies, and stimulate a culture of implementation and results
- Providing broad-based multidisciplinary communication services to domestic and international organizations
- Working directly with CEOs, executives, scientists, architects, public health leaders, and communication professionals

World Bank, Terrafrica, Washington, DC (Feb 2009 – present)

Sr. Communication Consultant (contract)

- Designing and orchestrating start-up communication operations and comprehensive communication portfolio: brand and visual identity system, communication structure and processes, competitor analysis, research, and global communication and outreach strategy
- Providing strategic counsel, advice, and adjunct communication services to senior leaders
- Directing and project managing work of outside graphic design contractor

US Environmental Protection Agency, Office of Research and Development, DC and CA (2004 – 2008)

Public Affairs Director, and Director of Science Communication (07/04-08/07 in Washington, DC)

Sr. Communication Adviser (08/07-05/08 in Burbank, CA)

Key advocate and communication strategist for leveraging EPA's science and research results to reinforce EPA's reputation as a public health and environmental protection agency, and expand awareness of scientific findings among key audiences. Report directly to Associate Assistant Administrator.

Major Contributions:

- Designed and implemented a comprehensive research portfolio to support business objectives, build the organizational structure to govern relationships with internal and external stakeholders, and drive the brand communication effort.
- Worked directly with scientists to develop a multi-year science communication strategy
- Orchestrated a start-up Science Communication operation with a \$1.25 million budget, 7 direct report staff, and 40+ science communication (matrix) staff
- Directed and optimized internal, external, and web communication portfolios, video development and production, communication research, media relations, brand development, podcasting, strategic planning, the "Science Writer's Circle," and contracting
- Provide strategic counsel, advice, and adjunct communication services to senior leaders and directors
- Directed and managed work of outside agencies and contractors

WSP, World Bank (GTZ), Washington, DC (2002-2004)

Senior Global Communication Officer

Communication strategist and key member of Water and Sanitation Program (WSP) senior management. Responsible for

internal and external communication and the start-up and management of the organization's communication infrastructure. Attach C
Reported directly to Program Manager.

Major Contributions:

- Orchestrated the strategic change for restructured institutional communication, message and materials development, and corporate brand revitalization
- Developed a knowledge management strategy; a brand and visual identity system, communication structure and processes, global communication and outreach strategy, product quality improvement program, performance indicators, and a comprehensive research portfolio
- Directed the total redesign, launch, and content management of the new WSP website
- Pioneered and directed the WSP Global Communication Center, a multi-cultural team of communication professionals in DC headquarters, East Asia, South Asia, Latin America, and Africa
- Senior Member of World Bank Communication Network and Global Communication Forum Committee

URC, Bethesda, MD (1999-2002)

Associate Project Director and Director of Communication

Quality Assurance Project

Directed the start-up, staffing, and operations of a \$3.4 million communication division serving domestic and international constituencies, including USAID, Ministries of Health, NGOs, private sector, academia, and other public health professionals. *Reported directly to Project Director.*

United Nations Economic Commission for Africa, Addis Ababa, Ethiopia (1996-1998)

Senior Communication Officer

Served as senior communication and public information adviser and strategic counselor for the United Nations Economic Commission for Africa. *Reported directly to the Undersecretary General.*

BASICS (Basic Support for Institutionalizing Child Survival), Arlington, VA (1995-1996)

Director of Information

US Information Agency (State Dept.), Washington, DC (1992-1995)

Social Scientist, International Media Research

EDUCATION

University of Southern Mississippi, Hattiesburg, MS

PhD Degree, Communication (Minors: International Trade/Business and Statistics)

Hull University - Rotary International Scholar (BBC & Yorkshire Television Fellow), Hull, England

Masters Studies, Theatre and Media Production

Louisiana State University, Baton Rouge, LA

BS Degree, General Studies (Speech, English, and Broadcast Journalism)

PROFESSIONAL AFFILIATIONS

Public Relations Society of America and Public Relations Society of America National Capitol Chapter

International Association of Business Communicators "Best of the Best" SI Award; Immediate Past President; President; Vice-President, Special Programs; 500 Club-Lifetime Member; Accreditation; District Par Excellence Award

School of Creative Media, RMIT University, Melbourne, Australia International Advisory Committee Member and Mentor for Global Relationship Management Masters Program

National Association of Female Executives Member

Washington Women in Public Relations Woman of the Year Nominee

American Registry of Outstanding Professionals Honored Delegate

National Foreign Affairs Training Center Advanced Training in Bilateral Negotiation

US Peace Institute Advanced Training in Conflict Resolution

Vincent Roa

- 2 -

C-3

Donna Vincent Roa, PhD, ABC

Donna Vincent Roa is an IABC-accredited business communicator who re-engineers the way organizations and businesses communicate. Currently, she is Managing Partner & Chief Strategist for Vincent Roa Group, LLC, a firm that provides world-class, strategic communication, brand management, executive communication, PR, and on-call premium editing and writing services.

Vincent Roa Group, LLC specializes in communication about the earth and its people (e.g., environment, science, sustainability, energy, LEED®, technology, public health, and lifestyle communications). Currently, the firm's contract slate includes the Architect of the US Capitol (sustainability, LEED®, green communication), the World Bank (TerrAfrica – sustainable land management), and other county businesses.

Most recently, she was Public Affairs Director and Director of Science Communication at the US Environmental Protection Agency, where she designed and directed an award-winning, multi-year science communication strategic plan and brand communication program.

Winner of numerous regional and national awards, Donna is past president of the largest US chapter of International Association of Business Communicators, has a Ph.D. in Communication, and was one of ten US Treasury Department-designated researchers to conduct research to support the first redesign of the \$100 bill.

She is the author/writer/project manager of the award-winning US Environmental Protection Agency Visual Identity Guidelines (ORD), the brand guidelines for the World Bank Water & Sanitation Program, and the World Bank TerrAfrica Brand Guidelines.

A senior former communication officer in the UN for an Undersecretary General, she was the keynote speaker at the first class of graduating social marketers in Cajamarca, Peru; has presented on communication issues at the British Medical Association, and is a widely sought out speaker on branding, communication start-ups, and science/environment communication.

Donna also serves as a volunteer on the City of Rockville Environment Commission (Outreach Portfolio), and is a speaker for MCBRE.